

ABSTRACT OF THE INVENTION

A system and method for monitoring usage or user
5 behavior when using resources over a network, e.g., a
behavioral information of a web user browsing web pages on
selected web sites is provided. The behavioral
information is stored and is available for further
analysis. When a user visits a web site, the user is given
10 an option to download and install an agent program. The
agent program monitors the user's behavior on selected web
sites and uploads the behavioral information to a server.
The server collecting the information is typically not
related to the web sites being monitored. The behavioral
15 information is provided from the agent to the server with a
least amount of intrusion on the user device resources and
at the same time protects the user identity and privacy.
The behavioral information may be provided to any entity
interested in knowing user's behavior on a selected list of
20 web sites. At any point in time the user has total control
over the collected information, the user can visualize what
has been collected so far, exit from the panel permanently
or temporarily. The user that agrees to download the agent
program on the user's device may be rewarded the agent via
25 various incentives and accesses to privileged on-line
services and resources.